

ABSTRACT

An information notification apparatus includes: a rule management unit which holds (a) an information notification rule generated based on information concerning a preference of a specific user, the rule defining that predetermined information should be notified to the user in the case where the user satisfies predetermined conditions and (b) an information notification rule which is generated based on the information concerning the preference of another user; and a rule execution unit which notifies the user of the information to be notified to the other user in the case where the conditions which are defined by the information notification rule concerning the other user is satisfied by the user.